

# Historic, Archive Document

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# Good Fishing Here!

OVER 125 BEST-SELLING ITEMS  
FOR  
GOLDFISH POOLS

●  
WHOLESALE PRICES

May 1, 1937

●  
**Lakeview Ponds**

R. C. DOLLE, Owner

5579 COLERAIN AVE. - MT. AIRY

Ohio — U. S. Route 27

CINCINNATI, OHIO

## COMMON GOLDFISH

Assorted colors and Comet-type fish with longer tails are included with these grades of Common Goldfish.

	Per 100
2-3" .....	\$2.50
3-4" .....	3.50
*4-5" .....	5.50
*5-6" .....	\$9.00
*6-7" .....	15.00
*7-9" .....	25.00

\*NOTE: Fish marked with \* are large enough to spawn this year.

## JAPANESE FANTAILS

(Beautiful Choice Colored Fish)

	Per 100
2" .....	\$ 3.00
2½" .....	4.00
2½-3" <i>This Grade Specially Recommended</i> .....	6.00
3-3½" <i>This Grade Specially Recommended</i> .....	8.00
*3-4" .....	11.00

## CHINESE MOORS

(Very Choice Fish — Fine Values)

	Per 100
2" .....	\$ 5.00
2-2½" .....	6.00
2½-3" <i>This Grade Specially Recommended</i> .....	8.00
*3-3½" .....	12.00

## CALICOS AND SHUBUNKINS

Our stock too limited for listing this spring, but we still include 15 with each 100 fish of Assortment No. 1.

### FANCY GOLDFISH ASSORTMENT No. 1

This is our best known and best selling dealer assortment, which has been a leading item with us for the past fifteen years. All Quality Fish, carefully selected while swimming in water. Healthy and no cripples. A really beautiful assortment of fancy Goldfish. Each 100 fish mixed approximately 45 Jap Fantails, 40 Black Telescopes and 15 Calico Fantails and Shubunkins. Sizes 3" to 4½". All nice sizes to sell for Pools. Price per 100.....\$9.00

## SCAVENGERS, ETC.

Prices are quoted per 100. Smaller quantities same rate. No extra charge for shipping cans.

	Per 100
Japanese Snails (Large).....	\$4.00
Japanese Snails (Medium).....	2.50
Black Ramshorn Snails.....	1.00
Red Ramshorn Snails.....	6.00
Freshwater Clams (Special Price).....	3.00
Baby Green Turtles.....	8.00
Japanese Red Bellied Salamanders.....	8.00
Greenfrog Tadpoles (Special Price).....	1.00

## POOL NETS, AQUARIUM CEMENT, AND POOL PAINT

(EXTRA HEAVY nets with ¼" mesh netting.)	Each	Dozen
No. 10—10" diameter, 15" wood handle.....	\$ .70	\$7.50
No. 11—11½" Flat Front Net with 24" wood handle .....	.90	9.00
No. 13—13" diameter with 24" wood handle.....	.90	9.00
No. 16—16" diameter with 72" wood handle.....	1.30	....

**AQUARIUM CEMENT** — Finest grade, black. Always remains plastic. May be used to plug small cracks on cement pools, as well as for aquarium use. Furnished in one-pound tin cans, each 25¢.

**POOL PAINT**—Sky-blue Concrete Paint for Goldfish or swimming pools. 1 Quart, \$1.15; One-Half Gallon, \$2.10; One Gallon, \$3.85.

**PAPER PAILS** — One Quart size, water-proof. Not less than 100 sold. Per 100, \$1.40.

Dear Friend:

This year we are listing for your convenience the 125 best-selling items for pools which we grow or manufacture, and on which we carry ample supplies to meet orders promptly. We are listing fourteen grades of Fish, including our Assortment No. 1, of which we have a fine stock ready to ship, and they represent our biggest selling grades. We still specialize in growing FANCY GOLDFISH, as we have for so many years, and we are still pricing our products at the lowest prices possible consistent with quality. We hope to serve you this year. You will make money on our listings. Let's get together — soon!!

**TERMS:**—Cash with order unless you have established a satisfactory credit with us. 2% cash discount allowed on orders amounting to \$10.00 or more and paid full cash with order. All prices are F.O.B. Cincinnati except Water Hyacinths, which are quoted F.O.B. Northern Florida. Small lots of Hyacinths when ordered with other plants or Water Lilies can be shipped from Cincinnati when requested. We guarantee live delivery of Goldfish. Any claim for loss must be accompanied by Bad Order Report from Express Company.

## FREE WATER LILIES!!

During the month of May we again offer 20 free Hardy Mexicana Yellow Water Lilies with a \$10.00 order, and an extra lily for each 50¢ by which your order exceeds \$10.00. SEE THE FREE-OFFER SLIP ENCLOSED WITH THIS PRICE LIST.

NOTE:—First three grades of Common Goldfish and all supply items such as nets, paint, fish foods, etc., are NOT INCLUDED in this offer. The \$10.00 order is to be made up of Large Goldfish, Fancy Goldfish and/or Plants.

## FISH FOODS

New LOW PRICES on quality foods to Dealers. We call special attention to our own foods listed here, which are packed by us and sold to you at very attractive prices. Prices are net as listed, no discounts.

	Each	Doz.	Gross
Natural Fish Food, 1¼-oz. Shaker Top Can...\$	.05	\$0.50	\$5.50
Natural Fish Food, 1 Quart Can (14-oz.)....	.35	4.00	....
Natural Fish Food, 5 lbs. or more in bulk....	20c	per pound	
Pure Dried Shrimp, 1-oz. Shaker Top Cans..	.06	.60	6.50
Pure Dried Shrimp, 1 Quart Cans (12-oz. or over).....	.35	4.00	....
Pure Dried Shrimp, 5 lbs. or more in bulk..	35c	per pound	
Lakeview Tropical Fish Food, 1½-oz. Boxes..	.07	.70	7.50
Lakeview Tropical Fish Food, 1-lb. Cans.....	.65	....	....
Lakeview Tropical Fish Food, 5 lbs. or more in bulk	60c	per pound	
Lakeview Wafer Fish Food.....	...	.35	3.50
Dried Daphnia, Best Grade, ½-oz. box.....	.10	1.00	....
Dried Daphnia, per pound.....	.80	....	....
Infusoria Producer, 1-oz. boxes .....	.06	.60	....
Turtle Food, ½-oz. boxes.....	.06	.60	6.50
Ant Eggs, 5 lbs. or more in bulk .....	50c	per pound	



# LAKEVIEW PONDS

5579 COLERAIN AVE.

MT. AIRY, CINCINNATI, O.

## FREE GIFT OFFER TO DEALERS

### READ CAREFULLY HOW TO GET 20% EXTRA IN LILIES !!

With each order of \$10.00 or more of Fancy Goldfish or Water Plants selected from our Spring Wholesale Lists, accompanied by check in Full and mailed to us DURING MAY 1937, we will send ABSOLUTELY FREE 20 CHOICE HARDY YELLOW MEXICANA WATER LILIES.

Orders may be for immediate shipment or at any time you specify except that we reserve the right to send the free lilies postpaid at a later date, in case they are not ready to ship when you want the balance of your order sent. Orders over \$10.00 will entitle you to one extra lily for each 50 cents additional merchandise ordered, but no free lilies will be sent with orders less than \$10.00. Accordingly an order for \$19.00 will entitle you to 38 free lilies, an order for \$25.00 will entitle you to 50 free lilies. All stock is sold as per terms in our printed lists.

BE SURE TO TAKE ADVANTAGE OF THIS REMARKABLE FREE OFFER!! YOU MUST ACT PROMPTLY. All orders will be numbered and filled in rotation as they come in. Tear off the coupon below and mail it with your order AS SOON AS POSSIBLE. By doing so your money will be earning an enormous discount for a few weeks extra time. ANTICIPATE your requirements and earn this BIG REWARD.

(NOTE:- Do not deduct the cash discount on \$10.00 orders when applying for the 20 free lilies.)

To: LAKEVIEW PONDS

5579 Colerain Ave.

Cincinnati, Ohio

Gentlemen:

I am sending herewith my check with order for \$..... worth of Fancy Goldfish and/or Aquatic Plants from your Spring Wholesale Lists which entitles me to..... (quantity) Free Mexicana Hardy yellow water lilies. Please acknowledge receipt of my check and order and state when you will ship.

Order No. .... Amount..... Date.....

Ship my order on (date)..... Send free lilies (date).....

Ship to .....  
Name City State

REMARKS.....

## HARDY WATER LILIES

The following listings are for good, strong tubers, free from plant diseases, northern-grown on our farms in Cincinnati, Ohio. There is an increasing demand for Water Lilies for pools, and these plants offer a very nice profit to dealers. Free planting instructions are furnished with each shipment, and plants can be handled without loss.

NOTE: The price in lots of 10 governs all orders over 10. Six or more of one kind sold at 10 rate.

	Each	Each, in Lots of 10
ODORATA . . . . . <i>White</i> .....	\$ .15	\$ .12
ODORATA MINOR . . . . . <i>White</i> .....	.15	.12
GLADSTONE . . . . . <i>White</i> .....	.50	.40
MARLIAC WHITE. . . . . <i>White</i> .....	.50	.45
GONNERE..... <i>White</i> .....	.80	.70
MEXICANA..... <i>Yellow</i> .....	.15	.08
CHROMATELLA . . . . . <i>Yellow</i> .....	.40	.40
SUNRISE..... <i>Yellow</i> .....	.70	.70
W. B. SHAW..... <i>Light Pink</i> .....	.40	.35
MARY. . . . . <i>Light Pink</i> .....	.35	.30
ODORATA ROSEA .... <i>Light Pink</i> .....	.25	.25
TUBEROSA ROSEA ... <i>Light Pink</i> .....	.30	.25
HELEN FOWLER . . . . . <i>Medium Pink</i> .....	.40	.35
ROSE AREY..... <i>Dark Pink</i> .....	.40	.35
AURORA..... <i>Apricot</i> .....	.40	.40
PAUL HARIOT . . . . . <i>Apricot</i> .....	.40	.35
COMMANCHE..... <i>Apricot</i> .....	.75	.60
SIOUX..... <i>Apricot</i> .....	.60	.60
ROBINSONI..... <i>Bright Coppery Red</i> ....	.70	.60
ATTRACTION . . . . . <i>Dark Red</i> .....	\$1.00	\$1.00
GLORIOSA..... <i>Red</i> .....	1.00	1.00
JAMES BRYDON..... <i>Dark Red</i> .....	1.00	.90
CONQUEROR..... <i>Red</i> .....	.80	.70

## LOTUS (HARDY)

EGYPTIAN LOTUS (Selected large tubers), <i>Pink</i> .....	\$ .75 each
AMERICAN LOTUS (Selected large tubers), <i>Yellow</i> ....	.75 each
5 or more ( <i>Yellow only</i> ).....	.60 each
SHIROMAN..... <i>Double White</i> .....	1.50 each

## TROPICAL WATERLILIES

Day  
Blooming

BLUE BEAUTY..... <i>Most Popular Blue</i> .....	\$ .80 each
AUGUST KOCH..... <i>Lavender</i> .....	1.00 each
PANAMA PACIFIC..... <i>Purple</i> .....	.80 each
MRS. GEO. PRING..... <i>White</i> .....	.60 each
MRS. C. W. WARD..... <i>Pink</i> .....	.60 each
GENERAL PERSHING..... <i>Large Double Pink</i> .....	.80 each

## TROPICAL WATERLILIES

Night  
Blooming

JUNO..... <i>Choice White</i> .....	\$ .55 each
MISSOURI..... <i>Superb New White</i> .....	.75 each
OMARANA..... <i>Light Pink</i> .....	.55 each
EMILY G. HUTCHINGS..... <i>Dark Pink</i> .....	.55 each
FRANK TRELEASE..... <i>Red</i> .....	.55 each

NOTE: ALL TROPICAL LILIES are selected strong plants. FOR EACH ORDER OF SIX assorted tropical lilies from our listings above, we will add one extra tropical lily (our selection) NO CHARGE. All plants carefully wrapped and tagged. Ready to ship about June 1st (earlier to Southern States).





## AQUARIUM PLANTS

(25 of a kind at 100 rate)

Per 10 Per 100

Valisneria . . . . .	\$ .20	\$1.50
Sagittaria (Broad leaf) . . . . .	.30	3.00
Anacharis Gigantea (Large bunches) . . . . .	.40	4.00
Myriophyllum (Large bunches) . . . . .	.40	4.00
Cabomba (Bunches) . . . . .	.40	4.00
Parrot Feathers (in bunches) . . . . .	.50	5.00
Ludwigia (Bunches) . . . . .	.50	5.00
Coontail (Large bunches) . . . . .	.50	5.00
Southern Spatterdock (Plants) . . . . .	.60	5.00
Cryptocoryne (Plants) . . . . .	2.50	....
Water Poppy . . . . .	.60	6.00
Water Snowflake (Plants) . . . . .	1.00	8.00
Umbrella Palm (2½" pots) . . . . .	.70	7.00

## WATER HYACINTHS

We supply the finest WATER HYACINTHS in the United States. See special listing next page. Small lots, when ordered with other plants, will be sent from Cincinnati at 4c each. Otherwise, from Florida.

## OTHER FLOATING PLANTS

Per 10 Per 100

Water Lettuce (or Shell Flower) . . . . .	\$ .50	\$4.00
Water Fern (Large plants) . . . . .	.60	6.00
Water Fern (Small plants) . . . . .	.50 per pint	
Salvinia (April to December) . . . . .	.50 per pint	
Azolla . . . . .	.50 per ½ pint	
Duckweed . . . . .	.50 per ½ pint	

## SHALLOW WATER AND BOG PLANTS

(25 or more of one kind at 100 rate)

Per 10 Per 100

Cattail . . . . .	\$ .50	\$ 5.00
Water Canna (Thalia Dealbata) . . . . .	1.00	8.00
Indian Arrowhead . . . . .	.50	5.00
Pickeral Plant . . . . .	.50	5.00
Sweet Flag, Variegated . . . . .	.80	8.00
Yellow Flag . . . . .	.80	8.00
Blue Flag . . . . .	.80	8.00
Lobelia Cardinalis (Choice) . . . . .	1.00	10.00
Water Poppy . . . . .	.60	6.00
Water Snowflake (Plants) . . . . .	1.00	8.00
Umbrella Palm (2½" pots) . . . . .	.70	7.00
Parrot Feather (in bunches) . . . . .	.50	5.00
Creeping Water Hyacinths . . . . .	.35 ea.	....
Primrose Creeper . . . . .	.80	8.00
Floating Heart . . . . .	.50	5.00
Spider Lily . . . . .	1.20	12.00
Papyrus . . . . .	1.20	12.00

## GUARANTEE ON PLANTS

We GUARANTEE to ship you best quality plants and to have them arrive in good condition. If you are not satisfied with any of our Aquatic Plants or Water Lilies, return them Express Collect to Mt. Airy, Cincinnati, Ohio, same day as received, and we will return your money in full, including any express charges paid by you. Should the damage have been caused by improper handling by the Express Company, hold shipment, get signed "Received In Bad Order" slip from the expressman and advise us full details at once. We try to ship all plants true to name. In case of error we will adjust our mistake, but we will not be responsible for more than the amount paid us for item proven untrue, nor can we guarantee growth of plants after they are received by customers, since we no longer have control of such conditions as light, soil, water and general care.

LAKEVIEW PONDS  
(R. C. Dolle)

# Don't Miss Your Profit on Water Hyacinths!

Fifteen years ago we introduced the CHOICE LAKEVIEW WATER HYACINTHS to the trade and we advised our dealers to recommend them to their customers to be used for Goldfish to spawn on in outdoor pools. WATER HYACINTHS were then practically unknown for this purpose.

By consistently shipping ONLY THE BEST WATER HYACINTHS THAT GROW, by devising special shipping and handling methods, by printing circulars for customers to show them how to use these fine plants, we have developed a DEPENDABLE YEARLY DEMAND for our WATER HYACINTHS and HUNDREDS OF DEALERS are selling them each Spring.

Water Hyacinths can be bought much cheaper than we quote them, but there's as much difference between our plants and cheaper plants as there is between a Fine Golden Delicious Apple and a wormy, knotty cull.

If you sell our plants, you will find like hundreds of dealers that you make more money handling LAKEVIEW WATER HYACINTHS than any others. That is why we ship more of them each Spring than all the other shippers put together. COLORED WINDOW DISPLAY SIGNS and FREE CIRCULARS for customers are supplied to all dealers.

## STANDARD SIZE CASES

Special Prices Effective April 1 to October 15

April 1 to June 15 shipments by Fast Express from Our Farm in Northern Florida.

All choice young plants, fresh, clean roots and leaves, very carefully packed as follows (free circulars for customers packed with every box):

	Per Box
50 Regular Grade Water Hyacinths . . . . .	\$1.75
75 Regular Grade Water Hyacinths . . . . .	2.50
100 Regular Grade Water Hyacinths . . . . .	3.00
120 Spawning Grade Water Hyacinths (no less sold) . . . . .	2.70
500 Spawning Grade Water Hyacinths . . . . .	10.00
(Good Plants selected for spawning, with good roots, but leaves not quite as choice as Regular Grade. Fine value.)	
50 Extra Choice Plants . . . . .	2.25
(Larger Size, Larger Leaves, Larger Roots, Extra Select)	
90 Extra Choice Plants . . . . .	4.00
(Larger Size, Larger Leaves, Larger Roots, Extra Select)	

A special Metal Pan to display Water Hyacinths can be had with an order of 100 or more regular grade or 120 spawning grade Water Hyacinths at \$1.50 each. (Size is sufficient to display 100 plants.)